

CLAIMS

What is claimed is:

1. A method of charging for advertising on the Web, comprising:
determining link traversals leading to a page; and
5 charging for advertising based on link traversals to the page.
2. The method of Claim 1, wherein charging for advertising is based on the number of link traversals from an advertising page to a product page.
3. The method of Claim 1, wherein charging for advertising is based on the number of sales resulting from a path including an advertising page.
- 10 4. A method of evaluating the effectiveness of advertising on the Web, comprising:
determining link traversals leading from an advertisement to a page; and
measuring the number of sales resulting from link traversals from the
advertisement to the page.
- 15 5. A method of evaluating the effectiveness of advertising on the Web, comprising:
determining link traversals leading from an advertisement to a page; and
measuring the number of transactions resulting from link traversals from
the advertisement to the page.

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